

## **Claims**

1. A system that allows for instant reporting and tracking of advertising information comprising: a co-op calculation feature that allows users to enter advertising expenses into the system; a means to calculate space allotted to each product advertised, divide the total expense by the space for each product, then apply a co-op amount, optionally 50% of the total cost per ad area; generating a variety of reports which can be customized for a client, wherein reports include a general report of all products advertised in any given ad and individual reports for each product to allow users to submit co-op requests to manufacturers that speeds up process of calculating co-op requests to allow users to submit and receive reimbursement faster, and optionally as an advertising tracking tool to view advertising activity by dealer, region or at large, making it possible to see what products or manufacturers are being advertised track sales vs. advertising expenditures, compare advertising productivity annually, or track other valuable cycles, trends and facts.
2. A system that allows upload a standard formatted database for each user such that a user can manage the database by adding to, deleting or modifying an entry wherein demographic information, such as buying habits, customer information, product preferences, etc., may be tagged to an entry and the database can be sorted by various fields such as zip code, area code, demographic data, etc. to generate a targeted list which list may then be attached electronically to an advertisement to be sent to a printer to produce labels for direct mailing purposes and wherein the list may also be downloaded to the user, formatted for printing labels on an interoffice printer wherein the database may be downloaded by a user at any time for other purposes that allows for the consolidation of information into one easy-to-manage system.
3. A system that supports images with transparent backgrounds which improves aesthetics of the ads produced by the system, allowing a more retail look to be achieved wherein images can be placed anywhere on a page with the colored background of the ad surrounding the image and wherein there are no longer constrained to place images, text, logos, etc. into white boxes, which functionality allows ad elements to be overlapped and allows for creating layers and directing the placement of elements dynamically throughout an ad.